



Association of Directors of Public Health (UK)

Annual Conference 2014
Influencing for Health –
Getting the Messages Right

Wednesday 5th November 2014
Fleetbank House
2-6 Salisbury Square, London
EC4Y 8JX



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ADPH Annual Conference 2014

Influencing for Health - Getting the Messages Right

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9.30 – 16.15

Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX <http://tinyurl.com/m6blcax>

AGENDA

The conference will be chaired by Dr Janet Atherton, ADPH President

9.30	Registration and Refreshments	
10.00	Reflections on ADPH activity and the Presidential role	Welcome and Introduction Janet Atherton <i>President, ADPH</i>
10.20	Keynote address: The Impact of 'Big Business' on the public's health	Ilona Kickbusch <i>Director, Global Health Programme, Graduate Institute of International & Development Studies, Geneva</i>
11.00	Refreshments	
11.20	Tackling the Commercial Determinants of Health	Panel Presentations Chair: Abdul Razzaq <i>DPH Trafford</i> Ilona Kickbusch <i>Director, Global Health Programme</i> Nick Stanhope <i>CEO, Shift</i> Martin Caraher <i>Centre for Food Policy</i> Paul Lincoln <i>CEO, UK Health Forum</i> Q&A
12.00	Local Action on Commercial Determinants of Health	Round Table Discussions
12.30	Lunch	
13.20	Public Health within an Integrated System	Jeanelle de Gruchy <i>Vice President, ADPH</i> Round Table Discussion
14.10	Public Health Making Its Mark – the context	Ben Page <i>Chief Executive, Ipsos MORI</i> Q & A
14.40	Framing the Public Health Narrative	Panel Presentations Chair: Paul Edmondson-Jones <i>ADPH</i> Josh Gaillemin <i>The Whole Story</i> Chris Smyth <i>Health Correspondent, The Times</i> Joanne Rule <i>Healthy Conversations</i> Caroline Tapster <i>Local Government Association</i> Q & A
15.30	Communicating the Public Health Offer Locally	Round Table Discussion/individual reflection
16.00	Summary and Closing Remarks	Janet Atherton <i>President, ADPH</i>
